

Special Issue

Big Data and Marketing Strategy in Sustainable Tourism and Hospitality Research

Message from the Guest Editors

The new concept of big data technology can refresh perceptions of the traditional operation of sustainable tourism and hospitality and change the marketing strategy formation process. While some studies have investigated the mechanism of big data, fewer studies have explicitly considered extensions in the context of marketing strategy. This is arguably a major omission as available evidence suggests great potential for big data to affect the nature of tourism and hospitality marketing management. The Special Issues will publish high-quality research papers on the inter-disciplinary field by integrating existing studies of big data, marketing strategy, and sustainable management in tourism and hospitality.

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